

RECEIVED  
CENTRAL FAX CENTER  
OCT 12 2010

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-40APP (GP-092-00-US)**

Appl. No.: **10/795,807**

Applicants: **Salar Arta KAMANGAR, et al.**

Filed: **March 8, 2004**

Title: **ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER  
COMPETITION**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION**

Sir:

In response to the final Office Action mailed on July 12, 2010 (Paper No. 20100621), which set a period for response to expire on October 12, 2010, please reconsider the above identified application in view of the following:

**Remarks/Arguments** begin on page 2 of this paper.